

CONTENTS

Foreword by Steven Pinker ix

Introduction:
The Outlines of a Revolution 1

PART I DATA, BIG AND SMALL

1. Your Faulty Gut 25

PART II THE POWERS OF BIG DATA

2. Was Freud Right? 45

3. Data Reimagined 55

Bodies as Data 62

Words as Data 74

Pictures as Data 97

4. Digital Truth Serum 105

The Truth About Sex 112

The Truth About Hate and Prejudice 128

The Truth About the Internet 140

The Truth About Child Abuse and Abortion 145

The Truth About Your Facebook Friends 150

The Truth About Your Customers	153
Can We Handle the Truth?	158
5. Zooming In	165
What's Really Going On in Our Counties, Cities, and Towns?	172
How We Fill Our Minutes and Hours	190
Our Doppelgangers	197
Data Stories	205
6. All the World's a Lab	207
The ABCs of A/B Testing	209
Nature's Cruel—but Enlightening—Experiments	221
 PART III BIG DATA: HANDLE WITH CARE	
7. Big Data, Big Schmata? What It Cannot Do	243
The Curse of Dimensionality	246
The Overemphasis on What Is Measurable	252
8. Mo Data, Mo Problems? What We Shouldn't Do	257
The Danger of Empowered Corporations	257
The Danger of Empowered Governments	266
Conclusion:	
How Many People Finish Books?	271
 Acknowledgments	 285
Notes	289
Index	319